

## ➤ School Education Kits

### A. Description

School Education Kits offer a turnkey product that combines a set of classroom activities with projects in the home to install energy efficiency and water conservation measures. The product is targeted for fifth or sixth grade students in Public Service's electric and natural gas service territory. The Company works with a third-party implementer to implement this product. The third-party implementer will recruit and train teachers, provide associated educational materials, and track participation by the students and teachers.

Along with various classroom materials and a Student Guide workbook, each participant receives a kit containing the following:

- Two (2) LED bulbs (11 Watt);
- Four (4) LED bulbs (9 Watt);
- One (1) 1.5 gpm High Efficiency Showerhead;
- One (1) 1.5 gpm Kitchen Faucet Aerator;
- One (1) 1.0 gpm Bathroom Faucet Aerator;
- LED Night Light;
- Furnace Filter Whistle;
- Digital Water / Air Thermometer; ~~and~~
- Home Energy Worksheet;
- Measure installation instructions; and
- Parent Evaluation Card.

Students use the Home Energy Worksheet to report which measures they installed at home. Students also use this worksheet to report key data points such as their home's heating fuel type and whether they set back the temperature of their thermostat, and if so, by how many degrees.

An evaluation of the K-12 schools in Colorado indicates that there are approximately 70,000 students in the fifth and sixth grades in a given year. The fifth and sixth grades were chosen for participation to align with Colorado State learning requirements. Specifically, the topics covered in Science Standard 4, Earth Sciences call for discussion of renewable/non-renewable natural resources, solar heat in the environment, and water circulation through the hydrologic cycle.

In Colorado, individual school districts have the ability to establish their own standards, which supersede state requirements, so there may be some local areas where kit participation is moved to another grade level to accommodate these local preferences. The same materials and kit measures are provided to those districts.

This product has many advantages – it enables an educational program to have direct impacts on energy conservation, it helps build awareness of energy conservation among children, and it can impact customers at all income levels. Similar products are offered in Xcel Energy’s New Mexico and Minnesota service territories.

The Company is considering educational and behavioral modifications to the offering that would be enabled by interval data provided from AMI.

The Company will work with the third-party implementer to provide a number of “bonus” kits. These bonus kits will contain new measures such as an advanced power strip or a variety of specialty LED light bulbs, which will provide customers an opportunity to conserve more energy in additional rooms in their homes, and. Bonus kits will also allow the Company to evaluate new items for potential inclusion in School Kits in the future.

## **B. Targets, Participants & Budgets**

### Targets and Participants

School enrollment data has identified approximately 70,000 students in the service territory served by the Company. Historical data indicated that approximately 80% of teachers offered participation in the program choose to participate. School districts within the electric and gas territory served by the Company are eligible to participate.

### Budgets

The kit cost is all-inclusive, made up of not only the kit items but also the curriculum support materials for the teacher, the pre- and post-surveys, teacher incentives, marketing and outreach to teachers, and third-party implementer administrative cost and website support. The product budget was developed based on participation targets and the cost per kit. Internal labor and administration costs have been added to the budget. M&V of installation will be conducted by the third-party implementer and those costs are included in the kit cost as well.

## **C. Application Process**

Teachers may enroll through various means (i.e. phone, email, mail, or via the website). If the response to enrollment calls is insufficient, the third-party implementer will redesign the marketing materials and/or offer incentives to teachers to participate. Examples of incentives may be gift cards to select retailers.

Upon enrollment, the teachers indicate to the third-party implementer the time during the school year at which they would like to use the product materials and will subsequently provide enrollment/participant numbers. The third-party implementer will send the teachers the School Education Kit materials in advance of the selected program date. Third-party implementer staff will remain in contact with the teachers via phone, email

and mail at various times throughout the program to provide support for the teachers and to request return of audit forms. Participants are provided with a toll-free number to call if they need help.

The Company receives the results from participating schools in a summary report from the third-party implementer at the end of each school semester.

#### **D. Marketing Objectives & Strategies**

The third-party implementer will manage all aspects of marketing and outreach for the product, including:

- Identifying the schools that are within the Company's service territory and determining the approximate number of eligible teachers and students;
- Sending out customized marketing materials to help enroll the classrooms. These materials explain the program, and the fact that it is offered free of charge to their classroom thanks to the sponsoring agency (the Company); and
- The third-party implementer will work with the Company to confirm the eligibility of interested schools.

#### **E. Product-Specific Policies**

Only those schools that participate in the product are able to distribute the School Education Kits. All kits must come directly from the Company's third-party implementer.

#### **F. Stakeholder Involvement**

In the past the Company has worked with the third-party implementer to conduct focus groups to gather feedback around the kits and the associated classroom materials. The Company has also presented the product to the Colorado Associate of School District Energy Managers.

#### **G. Rebates & Incentives**

The Company will fund 100% of the cost of the School Education Kits. Teachers may be offered an incentive to participate if enrollment is slow, or an incentive may be offered to encourage completion of student installation surveys. Examples of incentives include gift cards to select retailers for teachers, or energy-themed toys for students.